

UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
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Washington, D.C. 20231

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NO./TITLE
237-718	01/26/99	LANDSMAN	R UNICAST-401P

1007265  
MICHAELSON AND WALLACE  
PARKWAY 107 OFFICE CENTER  
328 NEWMAN SPRINGS RD  
P.O. BOX 5089  
RED BANK N.J. 07701

0232/0211

NIT ASSIGNED

2761

DATE MAILED: 02/11/99

### NOTICE TO FILE MISSING PARTS OF APPLICATION Filing Date Granted

An Application Number and Filing Date have been assigned to this application. The items indicated below, however, are missing. Applicant is given TWO MONTHS FROM THE DATE OF THIS NOTICE within which to file all required items and pay fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a). If any of items 1 of 3 through 5 are indicated as missing, the SURCHARGE set forth in 37 CFR 1.16(e) of \$65.00 for a small entity in compliance with 37 CFR 1.27, or \$139.00 for a non-small entity, must also be timely submitted in reply to this NOTICE to avoid abandonment.

If all required items of this form are filed within the period set above, the total amount owed by applicant as a small entity (statement filed) non-small entity is \$ 810.

1. The statutory basic filing fee is:

- ☐ missing.
- ☐ insufficient.

Applicant must submit \$ 700 to complete the basic filing fee and/or file a small entity statement claiming such status (37 CFR 1.27).

2. Additional claim fees of \$ including any multiple dependent claim fees, are required.

\$ for independent claims over 3.

\$ for dependent claims over 20.

\$ for multiple dependent claim surcharge.

Applicant must either submit the additional claim fees or cancel additional claims for which fees are due.

3. The oath or declaration:

- ☐ is missing or unexecuted.
- ☐ does not cover the newly submitted items.
- ☐ does not identify the application to which it applies.
- ☐ does not include the city and state or foreign country of applicant's residence.

An oath or declaration in compliance with 37 CFR 1.63, including residence information and identifying the application by the above Application Number and Filing Date is required.

4. The signature(s) to the oath or declaration is/are by a person other than inventor or person qualified under 37 CFR 1.42, 1.43 or 1.47.

A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.

5. The signature of the following joint inventor(s) is missing from the oath or declaration:

An oath or declaration in compliance with 37 CFR 1.63 listing the names of all inventors and signed by the omitted inventor(s), identifying this application by the above Application Number and Filing Date, is required.

6. A \$50.00 processing fee is required since your check was returned without payment (37 CFR 1.21(m)).

7. Your filing receipt was mailed in error because your check was returned without payment.

8. The application does not comply with the Sequence Rules.

See attached "Notice to Comply with Sequence Rules 37 CFR 1.821-1.825."

9. OTHER:

Direct reply and any questions about this notice to "Attention: Box Missing Parts."

**A copy of this notice MUST be returned with the reply.**

Custom Service Center  
Initial Patent Examination Division (703) 308-1202

PART 2: COPY TO BE RETURNED WITH RESPONSE

# MICHAELSON & WALLACE

A Partnership of Intellectual Property and Technology Lawyers

March 17, 1999

## PATENT APPLICATION

Assistant Commissioner for Patents

**BOX MISSING PARTS**

Washington, D. C. 20231

Sir:

In response to a "Notice to File Missing Parts of Application" (PTO-1533) we received in connection with the following US patent application:

Applicants: **Rick W. LANDSMAN, Wei-Yeh LEE**

Title of application: **A TECHNIQUE FOR IMPLEMENTING  
BROWSER-INITIATED  
USER-TRANSPARENT  
NETWORK-DISTRIBUTED ADVERTISING  
AND FOR INTERSTITIALLY  
DISPLAYING AN ADVERTISEMENT, SO  
DISTRIBUTED, THROUGH A WEB  
BROWSER IN RESPONSE TO A USER  
CLICK-STREAM**

Serial No.: **09/237,718**

Filed: **January 26, 1999**

Attorney Docket No.: **Unicast-1CIP**

We enclose the following material herewith:

- XX** Postcard receipt;
- XX** Our check in the amount of \$ 894.00 to cover the basic filing fee of \$ 764.00, the surcharge under 37 CFR 1.16(e) in the amount of \$ 130.00 and assignment recordation fee of \$ 40.00;
- XX** Executed Declaration and Power of Attorney (4 pps);
- XX** Assignment with Recordation Form Cover Sheet to Unicast Communications Corporation (3 pps);
- XX** Disclosure Statement, modified PTO-1449 and Fourteen (14) references (References AA-AN); and
- XX** Copy of PTO-1533 (Notice to File Missing Parts) issued in connection with this application.

Peter L. Michaelson  
NJ, NY, PA Bars

Robert M. Wallace  
NY, CA Bars

John C. Pokotylo  
NJ, NY Bars

Michael P. Straub  
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Please reply:

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Fax: 732-530-6584 or  
732-530-6585  
Videoconference:  
732-224-0132 (ISDN)

- ☐ 1001 Partridge Drive  
Suite 330  
Ventura, CA 93003  
Tel: 805-644-4035  
Fax: 805-644-8046

In the event, we have indicated that a check is enclosed and this check is missing, is for an insufficient amount or is unacceptable in any way, please charge the applicable fees to our Deposit Account Number **13-3083**. A copy of this letter is also enclosed herewith.

Respectfully submitted,

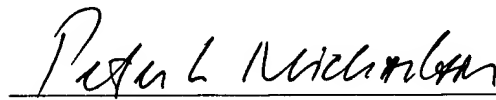
MICHAELSON & WALLACE



Peter L. Michaelson, Attorney  
Reg. No. 30,090  
(732) 530-6671

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **March 17, 1999** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Assistant Commissioner for Patents, **Box Missing Parts**, Washington, D.C. 20231.

  
Signature

30,090  
Reg. No.

*A Partnership of Intellectual Property and Technology Lawyers*

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 732- 530- 6585  
 Videoconference:  
 732- 224- 0132 (ISDN)

- ☐ 1001 Partridge Drive  
Suite 330  
Ventura, CA 93003  
Tel: 805-644-4035  
Fax: 805-644-8046

January 26, 1999

Assistant Commissioner of Patents  
Box **Patent Application**  
Washington, D. C. 20231

Sir:

Enclosed herewith for filing is the following  
**utility patent application:**

Applicants: Rick W. LANDSMAN, Wei-Yeh LEE

Title of application: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING AND FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT, SO DISTRIBUTED, THROUGH A WEB BROWSER IN RESPONSE TO A USER CLICK-STREAM**

Pages of application: 100 (inclusive of 1 page of claims  
2 pages of abstract)

Sheets of drawings: **26** (FIGs. 1A-20)

Docket No.: **Unicast-1CIP**

## PATENT APPLICATION FILING FEE CALCULATION

	<u>No. Filed</u>	<u>Less</u>	<u>Rate/Claim</u>	<u>Fee</u>
Total				
Claims	<u>1</u>	-20	0 x \$18.00	<u>\$ 00.00</u>
Independent				
Claims	<u>1</u>	-3	0 x \$78.00	<u>\$ 00.00</u>
Minimum Filing Fee				<u>\$ 760.00</u>
Multiple Dependency Fee				
(if applicable - \$260.00)				<u>\$ 00.00</u>
50% Reduction for Small Entity				
(Independent Inventor, Non-profit				
Corporation, or Small Business				
Concern) - appropriate				
verified statement attached				<u>\$- 00.00</u>
TOTAL FILING FEE				<u>\$ 760.00</u>
TOTAL FEES ENCLOSED				<u>\$ 00.00</u>